



## **Section 6: Marketing 2008-2009**

- ▣ Course Descriptions
- ▣ Course Sequences
- ▣ Career Clusters

**September 2008**





## Section 6: Marketing Course Descriptions, Sequences, Certifications, Career Clusters

### Section Overview

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This section presents course information applicable to the Marketing program area: course descriptions, course concentration sequences, and career clusters. Following the course description, the remainder of the information for each course is presented in a table. The definitions and criteria below are summarized to clarify and enhance the table components.

#### Sequences

- A *concentration* is a coherent sequence of courses completed by a student in a specific career area as identified in this planning guide. (A sequence may be comprised of two 36-week courses, one 36-week course and two 18-week courses, or four 18-week courses.)
- A career and technical education *completer* is a student who has met the requirements for a career and technical concentration and all requirements for high school graduation or an approved alternative education program. Students may take additional career and technical education courses that will enhance their career pathway goals.
- A *specialization* is a choice by a student to specialize in an occupational field by taking additional courses in a specific career area as appropriate to his/her career pathway.

#### Certifications/Licenses/Assessments Available

Completion of certain courses enables student to apply for industry certification, a state license, and/or a national certification. These credentials are beneficial (and sometimes essential) to students seeking employment in a career field or occupational specialty. In addition, students who obtain these credentials earn verified credits toward graduation.

- A *standard credit* is based on a minimum of 140 clock hours of instruction and successful completion of the requirements of the course.
- A *verified credit* is based on a standard credit plus a passing score on the end-of-course SOL test (or other test as described in the Standards of Accreditation 8 VAC 20-131-110). A standard credit may not be verified more than once.
- A *student-selected verified credit* is a course credit that includes a test (other than SOL) approved by the Virginia Board of Education.

**For students to be eligible to receive student-selected verified credits, their teacher must be certified by the issuing organization relative to the industry certification or licensure.** In the case of a CTE program area where there are potential multiple certifications, the teacher must be certified in at least one industry certification that is related to the course and/or course sequence. **Exception:** There is no teacher certification requirement for students to receive verified credits upon passing a selected NOCTI assessment related to their CTE program.

Verified credits entitle students to the Career and Technical Education diploma seal. Some verified credits earn students the Advanced Mathematics and Technology seal. Each year, the Virginia Board of Education approves the industry certifications that enable students to earn these seals.

The relationships among Board-approved examinations, verified credits, and diploma seals are explained in the Introduction and in Section 9. Additional information, including the description of each credential, how to earn it, and courses that may prepare students for examination, is contained in Section 10: Course Index and Descriptions of Certifications, Licenses, and Assessments.

#### Career Clusters

To help students investigate careers and design their courses of study to advance their career goals, the Office of Career and Technical Education Services in Virginia has adopted the nationally accepted structure of 16 career clusters, their accompanying career pathways, and their sample career specialties or occupations. To simplify federal reporting, the *Career and Technical Education Reporting System (CTERS) User's Manual* assigns a career cluster to each course. The cluster is also listed with each course that follows. Because some career clusters overlap (have similar occupations), teachers may have a choice of more than one cluster and should select the most appropriate one based on the student's career pathway for their federal report.

Additional information and samples of CTE course selection using career families are included in Section 11: Instructional Planning with Career Clusters, Career Pathways, and Occupations.

## CTE Cooperative Education

A number of Marketing courses (as noted in the individual course descriptions) are eligible for the cooperative method of instruction. Students combine classroom instruction and supervised on-the-job training in an approved position with continuing supervision throughout the school year.

Additional information may be found at:

<http://www.doe.virginia.gov/VDOE/Instruction/CTE/co-op>

- *Career and Technical Education Cooperative Education Handbook* and other required cooperative education documents

<http://www.cteresource.org/verso2/search> (select “Across the Board” to access other work experience methods of instruction)

- *Learning through Internship*
- *Learning through Job Shadowing*
- *Learning through Mentorship*
- *Learning through Service*

## Middle School Course(s)

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Completer sequences and certifications do not apply to middle school courses. Report in the designated career cluster.

### Make It Your Business 8109

**Suggested Grade Level(s):** 6, 7, 8 (6 weeks)

### Make It Your Business 8112

**Suggested Grade Level(s):** 6, 7, 8 (9 weeks)

### Make It Your Business 8113

**Suggested Grade Level(s):** 6, 7, 8 (12 weeks)

### Make It Your Business 8114

**Suggested Grade Level(s):** 6, 7, 8 (18 weeks)

Students design, establish, and operate a small group or class business, producing a service or product that meets an identified school or community need. Emphasis is placed on the introduction and application of business terminology, basic entrepreneurship concepts, and fundamental business principles. Basic academic skills (mathematics, science, English, and history/social science) are integrated into this course. **(Marketing or Business Management and Administration career cluster)**

## High School Course Credit in Middle School

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Local school divisions may offer certain high school courses to students in middle school and award secondary credit to those students who master the **secondary** state-approved course competencies. The following Marketing courses may be offered in middle school for secondary credit:

### Principles of Business and Marketing 8115

**Suggested Grade Level(s):** 9 or 10 (36 weeks)

### Principles of Business and Marketing 8116

**Suggested Grade Level(s):** 9 or 10 (18 weeks)

Students discover the roles of business and marketing in the free enterprise system and the global economy. Basic financial concepts of banking, insurance, credit, inheritance, taxation, and investments are investigated to provide a strong background as students prepare to make sound decisions as consumers, wage earners, and citizens. The real world impact of technology, effective communication, and interpersonal skills are evident throughout the course. This course also supports career development skills and explores career options.

**(Marketing or Business Management and Administration career cluster)**

## Course Offerings

### Entrepreneurship Education 9094 (co-op available)

**Suggested Grade Level(s):** 11 or 12 (36 weeks)

This course is designed for students who wish to concentrate on strategies for career development through ownership/management of their own businesses. Although individual skills are emphasized, the focus of the course is on development of a business plan, including the following: Determination of type of business enterprise, legal considerations, location selection, financing, steps in getting the enterprise started, marketing strategy, and interaction with successful entrepreneurs. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

**Note:** *Entrepreneurship Education, a Career Connections course, may be offered as a complement to an existing concentration sequence in any CTE program area. In some instances, where noted, it may be combined with specific courses to create concentration sequences.*

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment, and Recreation Marketing 8175</li> <li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	<ul style="list-style-type: none"> <li>• Hospitality and Tourism</li> <li>• Marketing</li> </ul>	See Section 10 for a listing of applicable credentials (by course name or credential name).

## Exploring Entrepreneurship 9093

**Suggested Grade Level(s):** 9, 10, 11, 12 (18 weeks)

Students explore qualities of individual enterprise, or the art of succeeding in a career. They develop skills needed to advance in an ever-changing work environment. Specifically, students develop competencies in decision making, long-range planning, effective communication, accountability, responsibility, and continuing education.

**Note:** *Exploring Entrepreneurship, a Career Connections course, may be offered as a complement to an existing concentration sequence in any CTE program area. In some instances, where noted, it may be combined with specific courses to create concentration sequences..*

Concentration Sequences (a combination of the course above and those below, equivalent to two 36-week courses) Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	Career Cluster(s) for federal reporting (choose one)	Available Credentials upon Completion of the Above Course
<ul style="list-style-type: none"><li>• Fashion Marketing 8140</li><li>• Fashion Marketing, Advanced 8145</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Hotel Marketing 8160</li><li>• Hotel Marketing, Advanced 8162</li><li>• Internet Marketing 8125</li><li>• Introduction to Fashion Design and Marketing 8149/8148*</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li><li>• Sports, Entertainment, and Recreation Marketing 8175</li><li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li><li>• Travel and Tourism Marketing 8165</li><li>• Travel and Tourism Marketing, Advanced 8167</li></ul> <i>*18-week course</i>	<ul style="list-style-type: none"><li>• Hospitality and Tourism</li><li>• Marketing</li></ul>	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Fashion Marketing 8140 (co-op available)****Suggested Grade Level(s):** 11 or 12 (36 weeks)

In this specialized course, students gain basic knowledge of the apparel and accessories industry and skills necessary for successful employment in apparel businesses. Students develop general marketing skills necessary for successful employment in fashion marketing, general marketing skills applicable to the apparel and accessories industry, and specialized skills unique to fashion marketing. Personal selling, sales promotion, purchasing, physical distribution, market planning, and product/service technology as well as academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Fashion Marketing, Advanced 8145</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Internet Marketing 8125</li><li>• Introduction to Fashion Design and Marketing 8149/8148*</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li></ul> <i>*18-week course</i>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Fashion Marketing, Advanced 8145 (co-op available)****Suggested Grade Level(s):** 12 (36 weeks)

Students with a career interest in apparel and accessories marketing gain in-depth knowledge of the apparel and accessories industry and skills important for supervisory-management employment in apparel businesses. They develop advanced skills unique to fashion marketing and advanced general marketing skills applied to the apparel and accessories industry. Professional selling, sales promotion, buying, merchandising, marketing research, product/service technology, and supervision as well as academic skills (mathematics, science, English, and history/social science) related to the content are part of this course. Computer/technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Fashion Marketing, Advanced 8145</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Internet Marketing 8125</li><li>• Introduction to Fashion Design and Marketing 8149/8148*</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li></ul> <i>*18-week course</i>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).



**Finance 6120 (co-op available)****Suggested Grade Level(s):** 10, 11, 12 (36 weeks)**Finance 6121 (co-op available)****Suggested Grade Level(s):** 10, 11, 12 (18 weeks)

Students explore many facets of financial decision-making involved in daily life. Skills in money management, record keeping, and banking are enhanced through the study of basic concepts of economics, insurance, credit, and other related topics. As a year offering, the course will also prepare students occupationally to plan, manage, and analyze the financial and monetary aspects and success of business enterprises, banking institutions, or other organizations. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment and Recreation Marketing 8175</li> <li>• Sports, Entertainment and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	Finance	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Financial Services Marketing 8180 (co-op available)****Suggested Grade Level(s):** 11 or 12 (36 weeks)

In this specialized course, students with a career interest in the financial services marketing field gain an understanding of the financial services marketing industry, with emphasis in the areas of monetary systems; types of financial institutions; careers in finance; the Federal Reserve System; negotiable instruments; and advertising and public relations associated with this field. Skills necessary for entry-level employment in this industry include mathematics, oral and written communication, and accounting procedures. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Fashion Marketing 8140</li><li>• Fashion Marketing, Advanced 8145</li><li>• Finance 6120/6121*</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Hotel Marketing 8160</li><li>• Hotel Marketing, Advanced 8162</li><li>• Internet Marketing 8125</li><li>• Introduction to Fashion Design and Marketing 8149/8148*</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li><li>• Sports, Entertainment, and Recreation Marketing 8175</li><li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li><li>• Travel and Tourism Marketing 8165</li><li>• Travel and Tourism Marketing, Advanced 8167</li></ul> <i>*18-week course</i>	Finance	See Section 10 for a listing of applicable credentials (by course name or credential name).

## Global Marketing and Commerce 8135

**Suggested Grade Level(s):** 11 or 12 (36 weeks)

Global Marketing and Commerce is a specialized course for students with a career interest in the field of international trade. Students gain an understanding of the various careers in global trade, finance, shipping, and marketing and consider fundamental concepts, principles, and theories of marketing in an international setting. Course content blends macroeconomic and microeconomic theory with international culture, politics, legal issues, concepts, practices, and applications. Internships may be available to provide students with additional opportunities for “hands-on” experiences in international marketing. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment, and Recreation Marketing 8175</li> <li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Global Marketing and Commerce, Advanced 8136****Suggested Grade Level(s):** 12 (36 weeks)

Advanced Global Marketing and Commerce, a specialized course for students with a career interest in international trade, builds upon concepts learned in Global Marketing and Commerce (8135). Economic and international trade concepts are reviewed, and the world environment of international trade is further explored. Students expand their knowledge about the impact of culture on international trade and continue their study of the legal and political aspects of international marketing. Global product strategies are examined. Concepts detailing entry into international markets, pricing strategies, international promotion, and marketing research are studied. Computer/technology applications supporting international marketing are explored. A review of skills and preparation required for careers in international marketing complete this course. Internships that provide “hands-on” opportunities in the international area may be available to students. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment and Recreation Marketing 8175</li> <li>• Sports, Entertainment and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Hotel Marketing 8160 (co-op available)****Suggested Grade Level(s):** 11 or 12 (36 weeks)

Students with an interest in hotel marketing and hospitality develop specialized skills in the areas of marketing and sales, front-office operations, guest relations, communication, accounting and purchasing, food and beverage service, housekeeping operations, security, and engineering. In addition, students obtain a thorough understanding of the hotel industry and the career options available. Computer/technology applications and DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Hotel Marketing, Advanced 8162</li><li>• Internet Marketing 8125</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li></ul> <i>*18-week course</i>	Hospitality and Tourism	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Hotel Marketing, Advanced 8162 (co-op available)****Suggested Grade Level(s):** 12 (36 weeks)

Students gain in-depth knowledge of advanced functions within the hotel industry and related management responsibilities, including human resources, finance, sales and marketing, public relations, safety and security, and food and beverage services. In addition, students are exposed to career options through visits to hotels, job shadowing, guest speakers, and internships. The course emphasizes supervisory skills and prepares students for continuing education and management careers in the hotel industry. Computer/technology applications and DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> </ul> <p><i>*18-week course</i></p>	Hospitality and Tourism	See Section 10 for a listing of applicable credentials (by course name or credential name).

## Internet Marketing 8125

**Suggested Grade Level(s):** 11 or 12 (36 weeks)

Students learn about the paperless exchange of business and marketing information, using technology (e.g., Internet, e-mail, electronic data interchange, and electronic funds transfer). Included in this course is an overview of the technology of Web servers, clients, and net infrastructure and the background of this fast-growing market; the economics of electronic markets; marketing research; advertising on the Web and Web page basics; pricing information; security and encryption; and online business opportunities. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Fashion Marketing 8140</li><li>• Fashion Marketing, Advanced 8145</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Hotel Marketing 8160</li><li>• Hotel Marketing, Advanced 8162</li><li>• Introduction to Fashion Design and Marketing 8149/8148*</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li><li>• Sports, Entertainment, and Recreation Marketing 8175</li><li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li><li>• Travel and Tourism Marketing 8165</li><li>• Travel and Tourism Marketing, Advanced 8167</li></ul> <i>*18-week course</i>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Introduction to Fashion Design and Marketing 8149****Suggested Grade Level(s):** 9, 10, 11, 12 (36 weeks)**Introduction to Fashion Design and Marketing 8148****Suggested Grade Level(s):** 9, 10, 11, 12 (18 weeks)

The design and merchandising competencies for this course focus on identifying and exploring the individual careers within the apparel, accessory, and textile design, manufacturing, and merchandising industry. Units of study include the relationships that exist among all areas of the clothing industry; related global and economic issues; apparel, accessory, and textile technology; exploration of careers including entrepreneurial opportunities in related areas; and the skills and personal characteristics necessary for success in careers in the apparel, accessory, textile design, manufacturing, and marketing industries.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing. Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> </ul> <p><i>*18-week course</i></p>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Introduction to Leadership 9091****Suggested Grade Level(s):** 9 or 10 (18 weeks)

This course equips students with individual and group leadership skills. Course content includes leadership principles, officer training, parliamentary law, public speaking, effective communication, positive public relations skills, and techniques of organizing and conducting group meetings and activities. Students are encouraged to be active members of a community or school organization.

**Note:** *Introduction to Leadership, a Career Connections course, may be offered as a complement to an existing concentration sequence in any CTE program area. In some instances, where noted, it may be combined with specific courses to create concentration sequences.*



**Introduction to Marketing 8110****Suggested Grade Level(s):** 9 or 10 (36 weeks)**Introduction to Marketing 8111****Suggested Grade Level(s):** 9 or 10 (18 weeks)

Students gain an understanding of the importance of marketing in today's society. They develop skills related to interpersonal communication, self-presentation, economics, marketing, sales, employability, career discovery, and ethical decision-making. This course reinforces mathematics, science, English, and history/social science Standards of Learning (SOLs). Computer/technology applications and DECA activities support this course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment, and Recreation Marketing 8175</li> <li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Leadership Development 9096****Suggested Grade Level(s):** 11 or 12 (18 weeks)**Leadership Development 9097****Suggested Grade Level(s):** 11 or 12 (36 weeks)

Students develop competencies in identifying individual aptitudes in relation to effective leadership skills, understanding organizational behavior, using effective communication in the workplace, handling human resources and organizational problems, supervising and training employees, resolving conflict, and planning for the future. Continuing education in leadership is emphasized as well as practical leadership experiences in cooperation with school and community leaders.

***Note: Leadership Development, a Career Connections course, may be offered as a complement to an existing concentration sequence in any CTE program area. In some instances, where noted, it may be combined with specific courses to create concentration sequences.***

**Make It Your Business 8109 (Middle School)****Suggested Grade Level(s):** 6, 7, 8 (6 weeks)**Make It Your Business 8112 (Middle School)****Suggested Grade Level(s):** 6, 7, 8 (9 weeks)**Make It Your Business 8113 (Middle School)****Suggested Grade Level(s):** 6, 7, 8 (12 weeks)**Make It Your Business 8114 (Middle School)****Suggested Grade Level(s):** 6, 7, 8 (18 weeks)

Students design, establish, and operate a small group or class business, producing a service or product that meets an identified school or community need. Emphasis is placed on the introduction and application of business terminology, basic entrepreneurship concepts, and fundamental business principles. Basic academic skills (mathematics, science, English, and history/social science) are integrated into this course. **(Marketing or Business Management and Administration career cluster)**

**Note: Completer sequences and certifications do not apply.****Marketing 8120 (co-op available)****Suggested Grade Level(s):** 11 or 12 (36 weeks)

Students examine activities in marketing and business important for success in marketing employment and postsecondary education. Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas. Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and the impact of technology on the marketplace. This course reinforces mathematics, science, English, and history/social science Standards of Learning (SOL). Computer/technology applications and DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> (a combination of the course above and those below, equivalent to two 36-week courses) Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> (choose one)	<b>Available Credentials upon Completion of the Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Internet Marketing 8125</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> </ul>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Marketing, Advanced 8130 (co-op available)****Suggested Grade Level(s):** 12 (36 weeks)

Students build on knowledge gained in a prior Marketing course. Students participate in supervisory and management activities focusing on the marketing mix, purchasing, financing, human resources, global marketing, pricing, and emerging technologies. Students will prepare for advancement in marketing careers and postsecondary education. This course reinforces mathematics, science, English, and history/social science Standards of Learning (SOL). Computer/technology applications and DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> (a combination of the course above and those below, equivalent to two 36-week courses) Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> (choose one)	<b>Available Credentials upon Completion of the Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Internet Marketing 8125</li> <li>• Marketing 8120</li> </ul>	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Marketing Dual Enrollment with Postsecondary 8198** (36 weeks)

For information, contact the Marketing program, Virginia Department of Education. (**Marketing career cluster**)

**Marketing Management 8132 (co-op available)**

**Suggested Grade Level(s):** 12 (36 weeks)

High school seniors who plan to attend college with a concentration in marketing, business, or management and/or who have tentative plans to manage or own a business will benefit from this course. Students develop critical-thinking and decision-making skills through the application of marketing principles to (a) small and large businesses, (b) nonprofit organizations, (c) the professions, (d) service industries, and (e) other institutions or associations that market products, services, ideas, or people. Academic knowledge and skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/ technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment, and Recreation Marketing 8175</li> <li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	<ul style="list-style-type: none"> <li>• Arts, Audio/Video Technology and Communications</li> <li>• Marketing</li> </ul>	<p>See Section 10 for a listing of applicable credentials (by course name or credential name).</p>

**Principles of Business and Marketing 8115****Suggested Grade Level(s):** 9 or 10 (36 weeks)**Principles of Business and Marketing 8116****Suggested Grade Level(s):** 9 or 10 (18 weeks)

Students discover the roles of business and marketing in the free enterprise system and the global economy. Basic financial concepts of banking, insurance, credit, inheritance, taxation, and investments are investigated to provide a strong background as students prepare to make sound decisions as consumers, wage earners, and citizens. The real world impact of technology, effective communication, and interpersonal skills are evident throughout the course. This course also supports career development skills and explores career options.

**Note:** *This course may be offered to middle school students for high school credit if approved by the local school division.*

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Real Estate Marketing 8191</li> <li>• Sports, Entertainment and Recreation Marketing 8175</li> <li>• Sports, Entertainment and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	<ul style="list-style-type: none"> <li>• Arts, Audio/Video Technology and Communications</li> <li>• Marketing</li> </ul>	<p>See Section 10 for a listing of applicable credentials (by course name or credential name).</p>

**Real Estate Marketing 8191****Suggested Grade Level(s):** 12 (36 weeks)

Students gain skills related to sales, real estate financing, ownership rights, investments, ethics, and 60 hours of Real Estate Principles (requirements for admission to the Virginia Real Estate exam). Upon successful completion of the course, taught by an instructor approved by the Marketing program and the Virginia Real Estate Commission, students are eligible to take the Virginia real estate licensing exam. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course.

Computer/technology applications supporting this course are studied.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> <b>Students wishing to complete a specialization may take additional courses appropriate to their career pathways.</b>	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Fashion Marketing 8140</li> <li>• Fashion Marketing, Advanced 8145</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Hotel Marketing 8160</li> <li>• Hotel Marketing, Advanced 8162</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Fashion Design and Marketing 8149/8148*</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Sports, Entertainment and Recreation Marketing 8175</li> <li>• Sports, Entertainment and Recreation Marketing, Advanced 8177</li> <li>• Travel and Tourism Marketing 8165</li> <li>• Travel and Tourism Marketing, Advanced 8167</li> </ul> <p><i>*18-week course</i></p>	<p>Marketing</p>	<p>See Section 10 for a listing of applicable credentials (by course name or credential name).</p>

**Sports, Entertainment, and Recreation Marketing 8175 (co-op available)****Suggested Grade Level(s):** 10, 11, 12 (36 weeks)

This introductory course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports, entertainment, and recreation industries. Students will investigate the components of branding, sponsorships and endorsements, as well as promotion plans needed for sports, entertainment and recreation events. The course also supports career development skills and explores career options. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Internet Marketing 8125</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li><li>• Sports, Entertainment, and Recreation Marketing, Advanced 8177</li></ul> <i>*18-week course</i>	Hospitality and Tourism	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Sports, Entertainment, and Recreation Marketing, Advanced 8177 (co-op available)****Suggested Grade Level(s):** 11 or 12 (36 weeks)

Students will build on prior knowledge of sports, entertainment, and recreation marketing. This course focuses on the principles of management and planning supported by research, financial, and legal concepts. Students will be able to plan and execute an event; develop a career plan, and establish a sports, entertainment, and recreation product/business. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting the course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Internet Marketing 8125</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li><li>• Sports, Entertainment, and Recreation Marketing 8175</li></ul> <i>*18-week course</i>	Hospitality and Tourism	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Travel and Tourism Marketing 8165 (co-op available)****Suggested Grade Level(s):** 10, 11, 12 (36 weeks)

Students gain knowledge of the travel/tourism industry to include cruises, airlines, lodging, and car rental. They develop skills in the areas of communication, human relations, customer service, industry technology, and marketing. In addition, students obtain an understanding of the global nature of the industry, travel planning, and the career options available. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course. Computer/technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> <b>(a combination of the course above and those below, equivalent to two 36-week courses)</b> Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> <b>(choose one)</b>	<b>Available Credentials upon Completion of the</b> <b>Above Course</b>
<ul style="list-style-type: none"><li>• Entrepreneurship Education 9094/9093*</li><li>• Finance 6120/6121*</li><li>• Financial Services Marketing 8180</li><li>• Global Marketing and Commerce 8135</li><li>• Global Marketing and Commerce, Advanced 8136</li><li>• Internet Marketing 8125</li><li>• Introduction to Marketing 8110/8111*</li><li>• Marketing 8120</li><li>• Marketing, Advanced 8130</li><li>• Marketing Management 8132</li><li>• Principles of Business and Marketing 8115/8116*</li><li>• Real Estate Marketing 8191</li><li>• Travel/Tourism Marketing, Advanced 8167</li></ul> <i>*18-week course</i>	Hospitality and Tourism	See Section 10 for a listing of applicable credentials (by course name or credential name).



**Travel and Tourism Marketing, Advanced 8167 (co-op available)****Suggested Grade Level(s):** 11 or 12 (36 weeks)

Students gain in-depth knowledge of the travel-tourism industry and related management and supervisory responsibilities. They develop advanced competencies in the areas of communication, human relations, finance, health/safety/environmental issues, promotion, industry technology, and marketing research. In addition students gain an understanding of global travel and career trends and opportunities. Academic skills (mathematics, science, English, and history/social science) related to the content are a part of this course.

Computer/technology applications supporting this course are studied. The cooperative education method is available for this course. Students combine classroom instruction and supervised on-the-job training in an approved marketing position with continuing supervision throughout the school year.

<b>Concentration Sequences</b> (a combination of the course above and those below, equivalent to two 36-week courses) Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> (choose one)	<b>Available Credentials upon Completion of the Above Course</b>
<ul style="list-style-type: none"> <li>• Entrepreneurship Education 9094/9093*</li> <li>• Finance 6120/6121*</li> <li>• Financial Services Marketing 8180</li> <li>• Global Marketing and Commerce 8135</li> <li>• Global Marketing and Commerce, Advanced 8136</li> <li>• Internet Marketing 8125</li> <li>• Introduction to Marketing 8110/8111*</li> <li>• Marketing 8120</li> <li>• Marketing, Advanced 8130</li> <li>• Marketing Management 8132</li> <li>• Principles of Business and Marketing 8115/8116*</li> <li>• Real Estate Marketing 8191</li> <li>• Travel/Tourism Marketing 8165</li> </ul> <p><i>*18-week course</i></p>	Hospitality and Tourism	See Section 10 for a listing of applicable credentials (by course name or credential name).

**Virginia Teachers for Tomorrow 9062****Suggested Grade Level(s):** 12 (36 weeks)

This course introduces seniors to a career in teaching and education through the Career Connections program. The primary elements of the curriculum components are *the learner*, *the school*, and *the teacher and teaching*. The components are intentionally broad in scope and provide a great deal of flexibility based on the career interest of a student. In addition to the fundamental curriculum components, all students are required to participate in an internship outside the Virginia Teachers for Tomorrow classroom. The internship may involve the pre-school level through grade 12.

<b>Concentration Sequences</b> (a combination of the course above and those below, equivalent to two 36-week courses) Students wishing to complete a specialization may take additional courses appropriate to their career pathways.	<b>Career Cluster(s) for federal reporting</b> (choose one)	<b>Available Credentials upon Completion of the Above Course</b>
This course may be offered as a complement to an existing concentration sequence.	Marketing	See Section 10 for a listing of applicable credentials (by course name or credential name).

